IDEAS FOR MEDIA PITCHES

Building relationships with the media is a good investment for your organization. The more people who know about mentoring, the more opportunity you have to recruit mentors, raise funds and get your community involved in your program.

In addition to working with your local newspaper(s) and radio and television station(s), pitch ideas to editors of corporate newsletters, campus publications, trade magazines, PTA newsletters, faith-based publications, civic group publications, etc.

Here are a few story ideas you can pitch:
- An excellent mentor/mentee relationship as a feature story.
- Research results that show mentoring works. (Remember that MENTOR's "Research Corner" at www.mentoring.org can be helpful.)
- Local celebrities and their mentors.
- Examples of famous mentors.
- Upcoming mentoring events and/or National Mentoring Month events and plans.
- Examples of local corporate, community-, faith-based and/or school-based mentoring programs.
- The growth of e-mentoring and other nontraditional formats, such as group mentoring.

Become familiar with reporters who cover the "youth and education beat" in your local area, and keep press materials on-hand. Pitch yourself as a resource for those working on youth-related stories. When reporters know that they can turn to you for a quote, facts or vignettes for story, then your visibility will rise as you become their source for information. Even if an article or broadcast segment doesn't feature mentoring exclusively, you'll get the call and your organization will get the exposure.

One of the highest-valued pieces for a reporter is the true-life, heartwarming story of mentors and mentees. Talk to mentoring organizations in your area and write down a few of their "success stories". [This disc includes a few examples of how mentoring works in another community – Long Island, New York. The Mentoring Partnership of Long Island has generously offered these vignettes for your press needs. Proper credit information is included at the end of each story.]